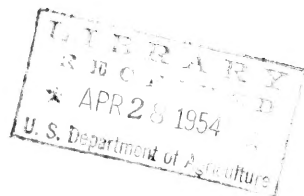


Can You Spare 20 Minutes To Grow 3000 Flowers Like These?



Library, U. S. Dept. of
Agriculture

Washington, 25, D. C.

"Probably World's Greatest Flowering Plant"

...Said Garden Editor of N.Y. Journal-American

Science Develops Spectacular New Varieties That Bloom By The Thousands



▲ **BEAUTY BY THE BUSH!** First introduced by plant breeders in 1951, the astonishing new variety you see here often grows to the huge size of a bushel basket **IN ONE SEASON**, and is covered with showy masses of blossoms nearly 4 months a year! Called Azaleamum, Blazing Red (pronounced A-zale-ya-mum), it thrives in almost any soil and is one of the easiest plants to grow. Another spectacular new creation of plant science is the dazzling white Snow-Fairy variety. To discover how you can have thousands of these colorful flowers in your garden this season... read this page!

ACTUAL SIZE OF BLOOM! →



Guaranteed To Bloom!

Kellogg's
Established 1869

This summer, how would you like to flood your garden with thousands of flowers that flame into a gigantic fireball the size of a bushel basket—and then change their colors from red to cardinal, from pink to purple, while each plant is covered with solid masses of flowers! How would you like to grow some varieties **THAT NO GARDENER EVER GREW BEFORE 1951**—plants with such fantastic blooming power you can set your landscape ablaze with 600 flowers from one single plant—and fantastic as it may seem, **EACH FLOWER YOU GET IS THE SIZE OF THE LOVELY FLOWER PICTURED ABOVE!**

Like Blooms From Another World

How would you like to grow flowers so strange they look like chrysanthemums growing on an azalea bush—flowers so incredibly beautiful they look like an unbroken mass of blossoms in August, September, October, November, right up to frost—flowers so incredibly hardy that in Northern climes they sometimes stay in bloom weeks after the first snows have fallen—flowers so easy to grow they thrive in almost any soil with hardly a few moments of care! And lastly, how would you like to grow thousands of flowers so perfectly developed by plant scientists that they burst into flaming clusters of bloom for you even if you've never planted a seed before in your life. Flowers that blossom by the thousands for you year after year! Flowering plants still so unusual, so precious, so valuable, they are likely to be worth many dollars more to you next year. Even though they now cost you less than 1/6th of a penny a bloom!

What Plant Hybridizers Discovered in Texas

In 1933, while on a vacation tour in Texas, a garden expert noted a strange-looking plant. At first glance, it seemed to be a low-spreading azalea bush topped with a mass of pink bloom. But azaleas

flower in spring! And this was the middle of September! And what completely fascinated this garden expert was the fact that each flower was actually a beautiful, flame-pink chrysanthemum! Feverish with excitement, he brought his discovery to the attention of Emil Prushek, chief breeder of one of the world's leading nurseries, the famous Kellogg's Nurseries at Three Rivers, Michigan. And there the great work of Emil Prushek began... to turn this one plant into a super-blooming new breed of flower.

Can Nature Be Changed?

Finally, after 10 years of work, after nearly 2,000 experiments, this famed plant breeder discovered that he could change the color of this strangely beautiful flower from pink to yellow, and make each flower bloom 1½ times larger! He discovered that he could penetrate the mysteries of

nature and change the yellow flower to white, the white to orange. He discovered that where one blossom grew before, he could now grow as many as 3... flowers so thickly clustered you couldn't reach in your hand to count them! He discovered that he could make this plant bloom even earlier, and blossom again and again until it formed a sheer, solid mass of flowers, and he discovered how to make that sheer mass of flowers hold its bloom even longer! He discovered how he could toughen this plant and make it so virtually foolproof that it would burst into bloom for you in almost any kind of garden soil—even if you've never planted anything before in your life!

600 Blooms This Summer Alone From Each Single Plant!

But the greatest triumph was still to come! Finally, after 19 years' work—after more than 10,000 experiments—he developed the spectacular Blazing Red Azaleamum—one single plant that gives you 600 or more flame-colored blossoms this summer and fall... a sheer living wall of fiery red blossoms stretch-

ing 18" high and up to 2 full feet across this year... double that flowering area next year... with the promise of countless more thousands of blooms for you year after year!

Defies Frost—Adds Color To Your Garden Long After Most Flowers Are Dead!

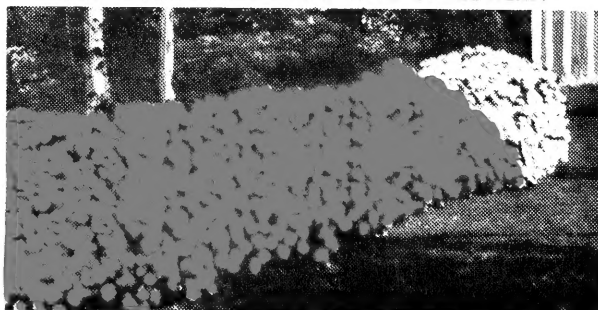
This discovery means that with only 6 super-blooming plants you can flood your terrace, your porch, your beds or borders as each plant alone puts on a fiery show of about 600 flowers. Or you can use your 6 plants to adorn your walks or your driveway with a solid bloom-packed hedge of more than 3,000 red, white, pink and gold blossoms this year... **6,000 or more next year!** It means that in late fall when other flowers in your garden are dying your Azaleamums will flame with even deeper fire and brilliance as the cold weather approaches... and sometimes stay in bloom weeks after hoar-frost! It means you could pick flowers by the basketful and still see masses

of buds erupt into new bloom inside of a week or 10 days! Because plant breeders are giving you highly developed varieties so eager to burst into bloom, the faster you pick 'em the faster they grow! And it means you can be the envy of your neighbors... perhaps the first in your community to grow these super-blooming flowers. But today is the first and only time this year we can make this offer. To reserve your 6-plant Azaleamum collection you must mail coupon now! Send no money! Pay when your plants arrive!

Why your Plants Triple In Value Next Year!

If you leave your plants in the ground this year, they'll double in size. But if you want to, after the blooming season, you can simply lift out each clump... divide 'em into 5 to 10 plants from each clump... and you can have up to 60 plants next season, each blooming the size of a bushel basket again! And that easily makes 'em worth 3 to 5 times more to you!

HOW'S THIS FOR A LIVING WALL OF FLOWERS!



REPORTS W. J. SHEEHAN, N. H.—"Azaleamum exceptionally large, single plant measures 8 feet around!" And O. A. Wood, Michigan, reports by actual count 2,928 blooms on single first-year plant!



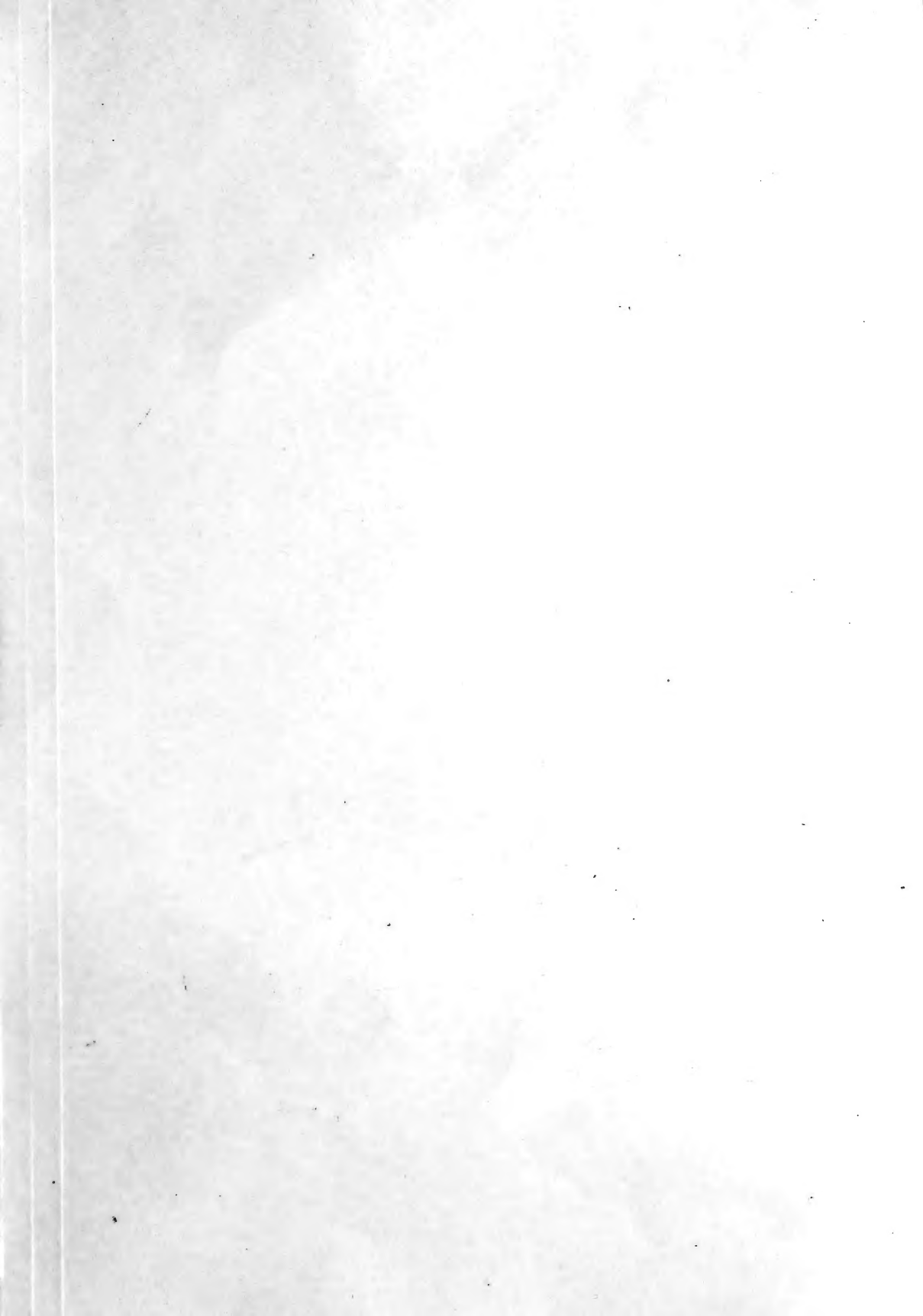
BUSINESS REPLY CARD

First Class Permit No. 8, Sec. 34.9, P. L. & R., Three Rivers, Mich.

R. M. Kellogg Co.

Three Rivers, Mich.





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**SEND NO MONEY! ORDER NOW...
PAY WHEN YOUR SIX PLANTS ARRIVE**

If we had 10 times more of these super-blooming Azaleamums, we couldn't begin to fill the tremendous demand.

If you do not order your 6-plant collection within the next few days, we are sorry, but there is no practical way we can fill your order. So, if you act today, Kellogg's Nurseries will ship you a choice collection of 6 Azaleamums for only \$4.95 complete—enough to give you more than 3,000 two-to-three inch flowers this growing season for less than 1/6th of a penny a bloom! every variety in your collection is individually packed in earth and labeled... with easy planting and landscaping instructions to help you blend your masses of color from each plant. Kellogg's Nurseries, established in 1869, guarantees that every claim made above will be fulfilled in your garden... that every plant will grow and bloom or be replaced free of charge. You cannot buy these plants anywhere else in America. And remember, this is your only

chance to order! So for the garden of your dreams, for fabulous flowers that bloom by the thousands year after year, mail no-risk coupon at once!

"Probably World's Greatest Flowering Plant"

—said garden editor of New York Journal-American: "500 or 600 blooms open at one time is moderate; many people have reported over 1,000 blooms, and in a few cases the record even stretches up to 2,000 blooms." And we have similar reports from dozens of other garden editors. And remember, they're talking about flowers from just one single plant... not the whole collection of 6 plants we send you! G. A. Bernard, Illinois, writes: "You say 600 flowers. I'll bet there are 1,000 flowers on one single plant."

**Azaleamum—Trade Mark Registered U.S. Patent Office. Entire contents copyrighted by R. M. Kellogg Co., Three Rivers, Mich., 1954.*

MAIL NO-RISK COUPON TODAY

R. M. Kellogg Company, Dept. K
Three Rivers, Michigan.

Please ship me the 6-plant Azaleamum collection I have checked below, at correct planting time for my locality. When my 6 plants arrive I will pay the postman only \$4.95 C.O.D. plus delivery charges. If any plant fails to thrive and bloom, you will replace it free of charge.

Check Offer Desired:

- ☐ Dream Garden Collection of 6 Azaleamums—\$4.95.
(You get 2 Blazing Red, 1 Gold, 2 White, 1 Raspberry-Red).
☐ 2 Collections, 12 Plants—\$9.50. (You save 40c).
☐ 3 Collections, 18 Plants—\$13.50. (You save \$1.35).

Name.....
(Please print in pencil)

Address.....

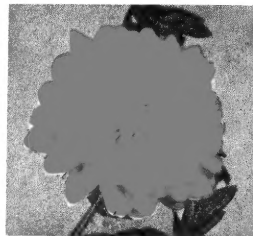
City..... Zone..... State.....

- ☐ Check here to Save Money. Enclose payment with order and we pay all postage. (You save approximately 82c postage and C.O.D. fees. Same guarantee of satisfaction, of course.)

Ch

You'll Pick Thousands Of Glorious Blossoms This Summer
From Super- Blooming Varieties Like These!

Enjoy thousands of glorious red, white, pink and gold blossoms now and for years to come! Remember, we do not send you a piece of bare root with a bit of stem attached. You get 6 sturdy, well-rooted, highest quality ready-to-plant azaleamums packed in the earth they're grown in.



**Azaleamum Witches' Gold
New Gold Introduction!**

As blossoms open, watch them change color from deep yellow to burnished gold! Entire plant stretches in a huge ball up to 2 feet across and up to 18" tall. More than 600 2-inch blossoms this growing season... 1,000 or more next year.



**Azaleamum Snow Fairy
Extra-Large Blossoms!**

Picture a beautiful snowdrift in your garden this summer! Our scientists have even changed the shape of the flower—note fluffy effect of feathered petals. Blossoms are 3" across and white as purest snow with glittering yellow eye in center.



**Azaleamum Blazing Red
Plant Patent No. 1177**

Imagine! More than 600 blossoms blazing in the sun like a beautiful ball of fire! Or mass the two Blazing Reds we send you for an overwhelming display up to four feet across. Multiply year after year. Blossoms 2 inches across, sometimes larger.



**Azaleamum Jack O'Lantern
Color-Changing Beauty!**

Raspberry-Red masses of bloom—an unusual color not often found in nature. Colors change with weather; often 2 beautiful shades of red and burgundy at same time. An exquisite mass of beauty from August to frost. As cut flowers, each stem is a complete bouquet in itself!

**Only 20 Minutes to Plant —
A Complete Garden In Itself
Nearly 4 Months A Year**

And now do you realize what this discovery means to you, if you are a person who loves flowers? It means that this summer and fall you can make your garden the showplace of the community with flowers that blossom by the thousands... bloom into color-splashed masses so densely packed with flowers you'll barely see a leaf show... bloom into flowering walls and hedges so afire with brilliance no artist can capture their beauty! And you can do it all with just 6 plants we send you... whether you're an expert gardener or the greenest beginner! Because they're shipped to you packed in the earth they're grown in and it only takes 20 minutes to scoop out a few holes and plant them! It means that you can take a single gold Azaleamum we send you... and watch it cascade into a golden shower of sun-drenched blossoms that glitters in your garden in August, September, October, November, right up 'til frost! It means that you can take one of the Blazing Red Azaleamums we send you... plant it next to the shimmering white Snow Fairy variety... and watch its flame blossoms drift like a sea of fire melting into the snows. This unforgettable picture will stun your neighbors with its beauty nearly 4 months a year. And the memory of that fiery scene will thrill you all winter long until your Azaleamums burst into bloom again next summer and fall... twice as large, twice as beautiful!

**You Can't Buy This
Collection Anywhere Else!
Supplies Limited!
To Reserve Your
Dream Garden
Collection Act Now!**